

## **Abstract**

This bachelor thesis "The medial image of David Černý and his work in the czech press" is trying to present the medial image of contemporary czech controversial artist in selected periodicals, formed both by the media and his personality. For specific documentation of the image, its changes and development while outlining development of periodicals themselves were selected two seasons; five-year period before the turn of the millennium (1996-2000) and equally long period after the turn of the millennium (2006-2010), the periodicals were chosen from among the most read newspapers (MF DNES, Lidové noviny, Hospodářské noviny and Blesk) and weeklies (Reflex, Respekt a Týden). In the first part is presented the biography of David Černý and his work, as well as some of the press trends since 1989. The second part of the work is focused on a specific period and personality in the monitored titles, the aim is to describe from selected articles the medial image of David Černý and describe, how it has been transformed, how has changed expression of the artist and which changes have occurred in press. David Černý is a significant czech artist and because it does not occur too many comprehensive publications, dealing closer with his controversial person and work, I would like this work to contribute to the completion of the life and work of this artist, whose integral part are expressly media.